

The Influence of Brand Image, Price Perception, and Location on Purchasing Decisions

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***Abstract:** Increasingly competitive competition, Kopi Kenangan cafes must innovate to keep up with the times. In the case of Bablue clothing & distro wajo, the decisions made by customers regarding purchases can affect the company's profits, so it is very important for business. This study aims to discuss the impact on brand image (X1), price perception (X2), and location (X3) as intervening variables on purchasing decisions (Y) at Bablue clothing & distro wajo. This study uses anti-survey arguments. The accidental sampling method was used to collect (n=100) individuals who had purchased Bablue clothing & distro wajo. Primary data collected directly from the respondents is used to analyze multiple regression analysis. Based on research findings, purchasing decisions on Bablue clothing & distro wajo are influenced by Brand Image. It is underlined that the perception of price and location has an impact on purchasing decisions.*

INTRODUCTION

Currently, the era of digitalization is experiencing rapid development, especially in the field of technology. Thus, this development can be utilized to face fashion business competition in the Wajo area. The fashion business has increasingly accelerated growth with various contemporary clothing models. Therefore, in order to be able to compete with various existing competitors, innovation is needed to deal with existing developments to make it easier for customers to meet their needs.

To face competition which is now increasingly competitive, every fashion business must make efforts to produce and provide products that customers want at affordable prices so as to increase their attractiveness, with the aim of creating and maintaining customer satisfaction.

Bablue clothing & distro Wajo are competitors who successfully compete from the business strategy of Brand Image, price perception, location. Purchasing decisions are also an indicator of influence in a business.

According to Kotler & Armstrong (2007), Customer Purchasing Decisions are purchasing activities for business identities that are of interest, on the other hand, groups that influence them, such as purchasing plans and purchasing decisions. However, purchasing decisions function as a measure of customer characteristics because they are the basis for actions taken by customers regarding the purchase of required goods and services. (Effendi, 2016) according to Sangadji &

Sopiah (2013) purchasing decisions function as a measure of customer characteristics because they are the basis for actions taken by customers regarding the purchase of required goods and services.

Brand Image is a comprehensive form of overall assessment of a brand which consists of information and past experiences with the brand listed. (Chalil et al., 2020) while brand image, which is based on data and previous experience, provides a complete picture of the brand. (Effendi, 2016) according to Sangadji & Sopiah (2013) Brand image can be defined as the way customers remember a particular brand. The relationship between brand image and purchasing decisions is proven in research by (Permadi et al., 2014) which suggests that there is a significant relationship between brand image and purchasing decisions.

Perception is the way customers see a particular price, whether it is fair, high, or low, influencing their intention to purchase goods and their level of satisfaction. (Schiffman & Kanuk, 2018) while price is defined as the cost to maintain goods or services. (Gary, 2015)) according to Peter & Olson (2014) Price Perception is related to price information that is known to customers and is realized to be more substantial to customers. The relationship between price perceptions and purchasing decisions is proven in research (Garib et al., 2019).

Location is defined as a relationship where a company must be headquartered and run its business (Rambat Lupiyoadi Hamdani, 2017). Meanwhile, location is related to the company's decision about where its operations and staff will be located. (Adam & Muhammad, 2018) according to Wibowo (2017) Location shows where the company must be there and work. The relationship between location and purchasing decisions has been proven in research (Yuliana & Maskur, 2022). The aim of this research is to determine the impact of Brand Image, Price Perception, Location on Purchasing Decisions at Bablu clothing & Wajo distro.

LITERATURE REVIEW

Brand Image

Brand image is a comprehensive form of overall assessment of a brand which consists of information and past experiences with the brand listed. (Chalil et al., 2020) while brand image, which is based on data and previous experience, provides a complete picture of the brand. (Effendi, 2016) according to Sangadji & Sopiah (2013) Brand image can be defined as the way customers remember a particular brand. Brand Image Indicators include the strength of brand associations, the superiority of brand associations, the uniqueness of brand associations. (Kotler & Keller, n.d.). Customer purchasing decisions are purchasing activities for business identities that are of interest, on the other hand, the categories that influence them are purchasing plans and purchasing decisions (Kotler & Armstrong, 2008). The relationship between brand image and purchasing decisions is proven in research by Permadi et al., (2014). From the description above, the author proposes a hypothesis as follows.

H1: There is an influence of Brand Image on purchasing decisions.

Price Perception

Perception is the way customers see a certain price, whether it is fair, high, or low, influencing their intention to purchase goods and their level of satisfaction. (Schiffman & Kanuk, 2018) while price is defined as the cost to maintain goods or services. (Gary, 2015)) according to Peter & Olson (2014) Price Perception is related to price information that is known to customers and is realized to be more substantial to customers. Price Perception Indicators include product

price accessibility, price match with product quality, price match with benefits. (Kotler & Armstrong, 2008). Customer purchasing decisions are purchasing activities for business identities that are of interest, on the other hand, the categories that influence them are purchasing plans and purchasing decisions (Kotler & Armstrong, 2008). The relationship between price perceptions and purchasing decisions is proven in the research of Garib et al (2019). From the description above, the author proposes a hypothesis as follows.

H2: There is an influence of price perception on purchasing decisions

Location

Location is defined as a relationship where a company must be headquartered and run its business (Rambat Lupiyoadi Hamdani, 2017). Meanwhile, location is related to the company's decision about where its operations and staff will be located. (Adam & Muhammad, 2018) according to Wibowo (2017) Location shows where the company must be located and work. Location Indicators Include Access, Visibility, Traffic, Large Parking Space, Environment, Competition. (Tjiptono & Chandra, 2016). Customer Purchasing Decisions are business identity purchasing activities that are of interest, on the other hand, the categories that influence them are purchasing plans and purchasing decisions. (Kotler & Armstrong, 2008). The relationship between location and purchasing decisions is proven in research by Yuliana & Maskur (2022). From the description above, the author proposes a hypothesis as.

H3: There is an influence of location on purchasing decisions

Buying decision

According to Kotler & Armstrong (2007), Customer Purchasing Decisions are purchasing activities for business identities that are of interest, on the other hand, groups that influence them, such as purchasing plans and purchasing decisions. However, purchasing decisions function as a measure of customer characteristics because they are the basis for actions taken by customers regarding the purchase of required goods and services. (Effendi, 2016) according to Sangadji & Sopiah (2013) purchasing decisions function as a measure of customer characteristics because they are the basis for actions taken by customers regarding the purchase of required goods and services. Purchasing Decision Indicators include Problem Recognition, Information Search, Alternative Evaluation, Purchasing Decision, Achievement Behavior. (Kotler & Armstrong, 2008).

H4: There is an influence from Brand Image, Price Perception, and Purchase Decisions

METHOD

Quantitative research, which is based on the positive side, is applied to study selected groups or samples. This method collects data, determines the research method and analyzes the data quantitatively or statistically to verify the hypothesis that has been determined (Sugiyono, 2013). This research was conducted at Bablu clothing & distro Wajo in Wajo Regency.

In this research, the population of customers making purchases at Bablu clothing & distro Wajo was chosen as the research subject. The research was conducted involving 100 respondents as the sample size. The sample method applied is an accidental sampling procedure or spontaneous sampling. sampling or chance sampling is known as a sampling technique. Validity and reliability tests were carried out to test the quality of data from 30 respondents.

The Likert scale is used to measure the value of an individual or group in a social context with a score given for each question. For this study, a 5 Likert scale was used; The first score determines Strongly Disagree (STS), the second score determines Disagree (TS), the third score determines Neutral (N), the fourth score determines Agree (S), and the fifth score determines Strongly Agree (SS). Brand Image uses 3 indicators consisting of strength of brand association, superiority of brand association, and uniqueness of brand association (Kotler & Keller, n.d.). Price Perception uses 3 indicators, namely accessibility of product price, price match with product quality, and price match with benefits (Kotler & Armstrong, 2008). Location consists of 6 indicators, namely access, visibility, traffic, large parking area, environment and competition (Tjiptono & Chandra, 2016). Purchasing decisions use 5 indicators, namely problem recognition, information search, alternative evaluation, purchasing decisions, and achievement behavior (Kotler & Armstrong, 2008).

Data analysis was carried out before checking validity and reliability. Data analysis was made through multiple linear regression methods to identify relationships between the variables involved. using the SPSS version 25 program. In addition, hypothesis testing was carried out by determining the F test, t test, as well as correlation analysis (r) and coefficient of determination (R²).

RESULT AND DISCUSSION

Validity Test

Table 1. Validitas Test

Variabel	Jumlah Pernyataan	Tidak Valid	Valid
Citra Merek	3	-	4
Persepsi Harga	3	-	3
Lokasi	6	-	8
Keputusan Pembelian	5	-	5

Source : Data Processed (2023)

Table 1 shows that all the factors that measure the research variables show a correlation with the calculated r value which is greater than the table r value of 0.361 with a significance level of 5%. So, these results are considered valid.

Reliability Test

Table 2. Reliability Test

Variabel	Cronbach's Alpha	Kesimpulan
Citra Merek (X ₁)	0,751	Reliable
Persepsi harga (X ₂)	0,829	Reliable
Lokasi (X ₃)	0,854	Reliable
Keputusan pembelian (Y)	0,888	Reliable

Source : Data Processed (2023)

By involving 30 respondents, this test was carried out with a Cronbach's alpha statistical test with a value of > 0.60 with the aim of evaluating the consistency and reliability of the statement variables in the questionnaire. The results show that all variables have an alpha value > 0.60 , which indicates that the questionnaire is truly trustworthy.

Multiple linear regression

Multiple regression occurs when there are two or more independent variables. The following table proves the relationship between Brand Image, Price Perception, and location on purchasing decisions, which is carried out using SPSS 25:

Table 3. Multiple Linear Regression Test
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	
	B	Std. Error	Beta	
1	(Constant)	0,314	0,819	
	Citra Merek	0,672	0,159	0,404
	Persepsi harga	0,372	0,143	0,223
	Lokasi	0,291	0,081	0,336

a. Dependent Variable: Keputusan Pembelian
Source : Data Processed (2023)

From table 3 above, it is found that the regression form created is: purchase decision = 0.314 + 0.672 (Brand Image) + 0.372 (Price Perception) + 0.291 (location).

F test

Testing using the F test is used to obtain a form of multiple linear regression that can be run to predict the impact of brand image, price perception, and location related to purchasing decisions at Kopi Kenangan Cipayung.

Table 4. F test
ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2203.656	3	734.552	186.882	.000 ^b
	Residual	377.334	96	3.931		
	Total	2580.990	99			

a. Dependent Variable: y
b. Predictors: (Constant), x3, x2, x1
Source : Data Processed (2023)

The results of the regression analysis were obtained with calculated $F = 186.882$, real level = 5%, and $\alpha = 0.05$. A relevant value of $0.000 < 0.05$ was obtained, which illustrates that brand image, price perception and location have a significant impact on purchasing decisions.

t test

The research used using SPSS to get the essence that can be taken regarding the influence of dependent and independent variables is through the t test, where the influence is known with a comparison whose significance is < 0.05 .

Table 5. T test
Coefficients^a

Model		t	Sig.
1	(Constant)	0,383	0,703
	Citra Merek	4,243	0,000
	Persepsi Harga	2,599	0,011

Lokasi	3,579	0,001
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a. Dependent Variable: Keputusan Pembelian

Source : Data Processed (2023)

The conclusions drawn from the data in Table 5 above are as follows:

Brand Image Variables

Brand image is significantly influenced by purchasing decisions. Based on previous research by (Budiono, 2020; Pradana et al., 2018; Wulandari & Iskandar, 2018). Which illustrates that brand image has an influence on purchasing decisions. Findings that show brand image has an impact on purchasing decisions, show that the brand image of Bablu clothing & distro Wajo is sufficient to create customer satisfaction regarding brand communication. The suitability of these findings with previous research results could be due to variations in individuals' levels of interest in different brands. So, in this research, hypothesis 2 is declared accepted.

Price Perception Variable

This research reveals that consistent price perceptions have a relevant impact on purchasing decisions. This finding is in line with previous research that has been conducted. (Mukaromah et al., 2019; Suryajaya & Sienatra, 2021; Winarsih et al., 2022). So, hypothesis 1 is approved for this research. From a customer perspective, the prices at Bablu clothing & distro Wajo are quite affordable and promising to buy goods there.

Location Variables

A significance value of 0.001 was obtained with a significance limit of 0.05, or $0.001 < 0.05$. Location has a very significant impact on purchasing decisions. This research is in accordance with previous research conducted by (Atmaja & Adiwinata, 2017; Kelvinia et al., 2021; Puspa et al., 2017). Therefore, hypothesis 3 is approved for this research. This shows that the location of Bablu clothing & distro Wajo is very strategic and easy to access, which is one of the main benefits of Kopi Kenangan Cipayung to attract customers.

Correlation Analysis (r) and Determination Coefficient (R²)

Table 6. Analysis of Correlation Coefficient and Determination Coefficient

Variable	r	Kategori	Koefisien Determinasi (%)	r tabel	Kesimpulan
Simultan	0,924	Kuat	85,4%	0,196	Signifikan

Source : Data Processed (2023)

Research is carried out to identify the comparison of the independent variable to the dependent variable. Brand Image, Price Perception, and location have an appropriate value of 0.924, indicating that there is a meaningful relationship between valid factors in purchasing choices at Bablu clothing & Wajo distro. The correlation coefficient can be defined as the correlation coefficient between the variables Brand Image, price perception and location, illustrating that the coefficient of determination has a value of 85.4%. This value indicates that purchasing decisions for Bablu clothing & Wajo distro are influenced by Brand Image, price perception and location. Meanwhile, the remaining 14.6% was caused by other variables such as atmosphere, accessibility and other factors.

CONCLUSION

Based on research conclusions regarding purchasing decisions at Bablu clothing & Wajo distro: 1. Brand image influences purchasing decisions for Bablu clothing & Wajo distro. 2. Price perception influences purchasing decisions for Bablu clothing & Wajo distro. 3. Location influences purchasing decisions for Kopi Kenangan Cipayung. 4. Purchasing decisions for Bablu clothing & Wajo distro are influenced by Brand Image, Price Perception and Location simultaneously. This research suggests that Bablu clothing & distro Wajo pay attention to and maintain Brand Image, Price Perception and Location to improve Purchasing Decisions.

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